

Wisconsin Privacy Laws

Unsolicited Commercial Communications

Telephone solicitations – prerecorded messages; Wis. Stat. § 100.52 (4) (a).

Telemarketers are prohibited from calling persons whose telephone numbers are included in the Wisconsin No Call list. Also, telemarketers are prohibited from using electronically prerecorded messages without the consent of the person called. A person who violates this law may be required to forfeit \$100 for each violation.

Facsimile machines – prohibition of unsolicited messages; Wis. Stat. § 134.72.

No person may make a solicitation by facsimile machine without the consent of the person solicited unless:

- The document transmitted is no more than 1 page in length and received after 9 p.m. and before 6 a.m.
- The person making the solicitation has had a prior business relationship with the person being solicited.

In no case may a person send a solicitation by facsimile machine if the person being solicited has stated he or she does not want to receive the solicitation.